

What is claimed is:

1. An R-T-B system rare earth permanent magnet, comprising a main phase consisting of an $R_2T_{14}B_1$ phase (wherein R represents one or more rare earth elements (provided that the rare earth elements include Y), and T represents at least one transition metal element containing, as a main constituent, Fe, or Fe and Co), and

a grain boundary phase containing a higher amount of R than said main phase,

said R-T-B system rare earth permanent magnet being a sintered body containing a region that is rich both in at least one element selected from a group consisting of Cu, Co and R, and in Zr.

2. An R-T-B system rare earth permanent magnet according to claim 1, wherein said rich region exists in said grain boundary phase.

3. An R-T-B system rare earth permanent magnet according to claim 1 or 2, wherein, with regard to the profile of a line analysis by EPMA, the peak of at least one element selected from a group consisting of Cu, Co and R is coincident with the peak of Zr in said rich region.

4. An R-T-B system rare earth permanent magnet according to claim 1, wherein the amount of oxygen contained in said sintered body is 2,000 ppm or less.

5. An R-T-B system rare earth permanent magnet according to claim 1, wherein said sintered body has a composition consisting essentially of 28% to 33% by weight of R, 0.5% to 1.5% by weight of B, 0.03% to 0.3% by weight of Al, 0.3% or less by weight (excluding 0) of Cu, 0.05% to 0.2% by weight of Zr, 4% or less by weight (excluding 0) of Co, and the balance substantially being Fe.

6. An R-T-B system rare earth permanent magnet according to claim 1, wherein said sintered body has a composition consisting essentially of 25% to 35% by weight of R, 0.5% to 4.5% by weight of B, 0.02% to 0.6% by weight of Al and/or Cu, 0.03% to 0.25% by weight of Zr, 4% or less by weight (excluding 0) of Co, and the balance substantially being Fe,

wherein a coefficient of variation (CV value) showing the dispersion degree of Zr in said sintered body is 130 or less.

7. An R-T-B system rare earth permanent magnet according to claim 1, which satisfies the condition that, with regard to a residual magnetic flux density (Br) and a coercive force (HcJ), $Br + 0.1 \times HcJ$ (dimensionless) is 15.2 or greater.